

## IN THE SPECIFICATION

Please rewrite the following paragraphs as indicated:

[0017] In an exemplary embodiment, the system [[100]], including the components shown in FIG. 1, may be configured as a data processing system that includes a processor for processing digital data, one or more memory coupled to the processor for storing digital data, means, coupled to the one or more memory, for inputting digital data, and a display 101 coupled to the processor and memory for displaying information derived from digital data processed by the processor. In one embodiment, an interface device 120 may be configured as an application program, may be stored in memory, and may be accessible by the processor for directing processing of digital data by the processor and the presentation of information via the display 101. In another embodiment, interface device may include a processor and a memory which stores an application program, wherein the application program may be accessible by the processor for directing processing of digital data by the processor. The interface device 120, databases 107, 108, display 101, broadcast device 160, or any other hardware or software of the present invention may be incorporated into an integrated circuit card, personal digital assistant, single computer, more than one computer with suitable interfaces or other similar devices. As those skilled in the art will appreciate, each computer may include an operating system (e.g., Microsoft Windows NT®, Windows 95, Windows 98, Windows 2000 [[95/98/2000]], Linux®, Solaris®, etc.) as well as various conventional support software and drivers typically associated with computers. The computers can be in a home or business environment with access to a network. In an exemplary embodiment, interface device 120 may be local hardware and/or software which may receive data from external sources or interface device 120 may be hardware and/or

software remote from the consumer, but the interface device 120 may receive information from the consumer through any communication device or method discussed herein, including, for example, the Internet through a commercially-available web-browser software package.

[0039] Once the consumer has viewed, analyzed and/or perceived the offer or advertisement, if the consumer wishes to accept the offer, the consumer may perform the specified act of acceptance (step 236) which may include, for example, selecting a simulated button on display 101, pressing a button or series of buttons on a remote control 125, placing a telephone call 126, speaking into a microphone 127, using a pager 128, using wireless device (e.g., WiFi) or performing any other action or non-action which conveys the consumer's desire to accept the offer. Moreover, the consumer may be provided with phone number dialing hardware and/or software which may be coupled to the interface device 120, thereby allowing the consumer initiate the automatic dialing of a desired phone number that is displayed in the advertisement and thereby facilitate communication with the interface device 120. The acceptance may also be accomplished (e.g., subsequent to the time of its broadcast) through a digital video recorder (DVR), personal video recorder (PVR) or similar device. The acceptance device may also include software and/or hardware configured to transmit or provide, for example, a remote control ID, RFID, machine IP address, web services (e.g., managing consumer identities as discussed above), etc. The consumer action may include a predefined action or non-action which indicates acceptance of the offer when the results of the act (e.g., transmitted signal)

are received by the system (step 240). The acceptance may also include a security process (step 238) which may involve additional steps, or additional hardware and/or software.